

# A Quick Start Guide to Survey Research

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# Welcome to survey research

This book is intended to be a one stop resource for conducting survey research.



# Preface

It can be difficult to find condensed and easy to read resources on survey research.

We developed this book in the hopes of future collaboration among other UX researchers.

## Outline

The content of the book will include:

- **Chapter 1**
- **Chapter 2**

## Prerequisites

All you need is an interest in conducting survey research, we'll assume basic knowledge, and hope to include code snippets (python and R) along the way

## Acknowledgements

This book wouldn't be possible without the contributions of:





# Chapter 1

## Designing a survey

### 1.1 What is your research goal?

Ask yourself:

- What do you currently know?
- What *don't* you know?

### 1.2 Who are you studying?

This question may be simple at first, but when you start to narrow down



## Chapter 2

# Writing effective survey questions

**What makes an effective survey?**

Responses are:

1. Consistent
2. Reliable



## Chapter 3

# Methods

We describe our methods in this chapter.



## Chapter 4

# Applications

Some *significant* applications are demonstrated in this chapter.

### 4.1 Example one

### 4.2 Example two





## Chapter 5

# Final Words

We have finished a nice book.